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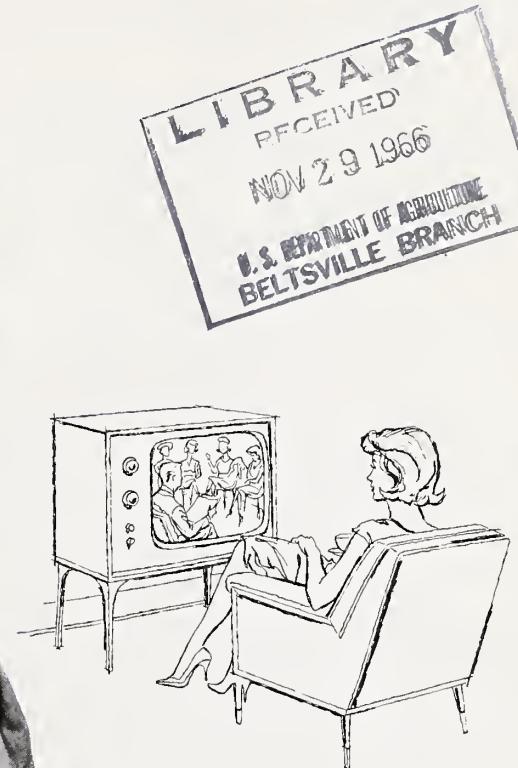
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# AGRICULTURAL MARKETING



NOVEMBER 1966

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Thursday, November 17, 8:00 p.m.*

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# DIRECT CATTLE SALES REPORT PROVES POPULAR

THE LIVESTOCK AND MEAT industry for slightly more than a year has had a new marketing tool—a weekly market news report on direct trade in cattle in Iowa and Southern Minnesota.

Developed in response to the ever-changing structure of livestock marketing, the report gives information—prices, grades, and weights—on cattle sold directly from the producer or feedlot to slaughterers. It is issued each Friday afternoon from the Des Moines, Iowa, office of the Federal-State market news service—a nationwide service operated jointly by USDA's Consumer and Marketing Service and State departments of agriculture.

A tremendous increase in the number of cattle sold "direct" in this area in the past few years brought about the need for this "direct" reporting service which was started on June 4, 1965. During the first year's operation, market reports included sales information on 2,891,000 cattle in the Iowa-Southern Minnesota area—an average of slightly more than 55,000 per week. This is the largest number of direct cattle sales regularly

reported from any given area in the country.

Because of the significance of this trade, the market news report has become popular reading for members of the livestock and meat industry, not only in the area the report covers, but in other parts of the country as well.

Here is how the direct cattle reports are compiled and distributed: A Federal-State market reporter visits feedlots, buyers and other persons each week acquiring information for this report. He also gathers information by telephone late Thursday and early Friday morning. He contacts 25 slaughtering establishments to get information on their week's purchases—price information, number of cattle bought, and approximate number of cattle slaughtered on a grade and dressed weight basis.

Although the reporter normally spends two to three days each week "on the road", he cannot see all of the major feeders or buyers in this intensive production area weekly. So he makes additional contacts by telephone. These calls provide the market reporter with

a cross check on his packer contacts and thus he has a continuous flow of information from both the buying and selling sides of the market.

The Iowa-Southern Minnesota direct cattle sale reports are transmitted each Friday over the USDA leased wire system, distributed by the press associations, published by newspapers and trade magazines, and broadcast over many radio and television stations in the two-state area.

The addition of this single market news report provides the public with authentic information, based on official U.S. Grades, on the sale of almost three million cattle annually. Because the information has proved so valuable to the trade, the market news service is now considering issuing the report twice weekly instead of once a week.

This is another example of how Federal-State market news service adjusts its reporting to changes in marketing—to make sure that the reports are accurate and truly representative of trading as it actually takes place—so as to better serve American agriculture.

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## Cover Photo

Moderator Hugh Downs puts the questions to a panel of television personalities on The National Food Buyers Quiz—to be seen on educational TV stations, coast-to-coast, November 17, 8:00 p.m. See page 15.

ORVILLE L. FREEMAN  
*Secretary of Agriculture*

S. R. SMITH, Administrator  
Consumer and Marketing Service

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# LIVESTOCK MARKET NEWS.... PULSEBEAT OF THE MARKET

If you raise livestock, chances are you use livestock market news reports in planning your marketing. In fact, it's probably a safe bet that you often tune to broadcasts of these reports, perhaps in your barn or in your truck.

The accurate and timely market report you receive through the various

market broadcasts was furnished to the radio station by USDA's livestock market news service. Let's follow a reporter to see how the livestock market news service of USDA's Consumer and Marketing Service and cooperating State departments of agriculture reaches its goal of keeping you informed.



*(Top left) Before the market opens at the terminal, the Market News reporter evaluates the livestock on hand for such factors as weight, yield grade, and quality grade. Then he weighs his evaluation against the actual sales as an aid in determining the market trend.*

*(Top center) During the trading session he interviews both buyers and sellers for their opinions of the market situation and to record the trading.*

*(Top right) Immediately after the sales, the reporter writes the market report from the information he has gathered. He places it on the C&MS teletype network to be*

*flashed to Livestock Division market news offices across the country, and to the commercial wire service for use by newspapers, radio, and television. Here the reporter makes telephone recordings for local radio stations.*

*(Center) A reporter often covers auction markets where he must adjust his reporting technique to handle the individual sales which are typical of auctions.*

*(Bottom left) At this auction market news reports are quickly mimeographed for local distribution. The information is also given by telephone to local radio stations.*

# What the LABEL means.. SAUSAGE

By Nancy Duckworth

COOKED SAUSAGE CAN BE the busy homemaker's answer to a hundred-and-one intriguing new menu ideas.

Links are great for main dishes and can be broiled, boiled, baked, fried or grilled. Sliced, they're ideal for sandwiches, appetizers or snacks—diced they're perfect for salads, casseroles and hors d'oeuvres. Or, use them to add an extra sparkle to scrambled eggs, baked beans, scalloped potatoes, or creamed corn.

But best of all, they're 100 percent edible, and can be readied on a moment's notice when neighbors drop in or unexpected company arrives.

Unfortunately, many homemakers allow the foreign names to confuse them and prevent them from experimenting with sausage.

Don't be one of them—learn what the label means on cooked sausage and join the connoisseurs' world of sophisticated flavor.

And, if the label carries the mark of Federal meat inspection, you are assured that the sausage you buy is wholesome, safe to eat, and truthfully labeled. This mark means the sausage has passed exacting tests designed for your protection—the same tests that are required for all meat products produced for sale in interstate commerce.

In making cooked sausage, beef, pork, veal and lamb may be used separately or in combination depending on the variety of the sausage being made. Cuts such as pork shoulder and beef chuck, brisket, flank and selected meat trimmings are the principal meat ingredients, while variety meats such as liver are also used in certain types of sausage.

Sausage produced under Federal inspection must indicate which meats are used.

The fresh meat is chopped to a desired consistency, and seasonings added ac-

cording to an exacting recipe. If the meat is to be cured, the curing agents are added too.

Most seasoning formulas are built around salt and pepper, while a list of others might include allspice, cinnamon, caraway seeds, cardamom, celery seeds, cloves, coriander, cumin, ginger, marjoram, mustard seed, nutmeg, paprika, sage and thyme. Condiments such as onion, garlic, lemon juice, pistachio nuts and aged wine are common, too.

Regardless of the combination of meats and spices all formulas for federally inspected sausage must be approved by the U.S. Department of Agriculture's Consumer and Marketing Service *before they can be used*.

These formulas, as well as the entire sausage-making process and equipment, must conform to basic guidelines to insure a wholesome, truthfully labeled product.

Such advance approval assures consumers that they can expect the same basic type of sausage when buying those with similar names but of different brands—while at the same time permitting processors enough latitude for individual brand distinctions.

After chopping and seasoning, the sausage mixture is stuffed into cellulose, fibrous or plastic casings. The stuffed casings are fed into a machine which twists or string-ties the sausage to form links of varying lengths.

Sausage to be designated as "smoked cooked"—as opposed to "cooked" or "cooked smoked"—goes into the smokehouse after linking. They may be given a "cold smoke" at low temperatures, or a "regular smoke" at higher temperatures, or either light or heavy intensity for variations in flavor.

"Smoked cooked" sausage is next cooked—in thermostatically-controlled cookers, and then sprayed with cold

water and hung in a cooler to dry before packaging.

C&MS inspectors supervise the process to make sure the sausage is cooked to the proper internal temperature and that sanitary conditions are maintained.

There's a wide range of varieties of "smoked cooked" sausage, from such all-time favorites as frankfurters and bologna to the German mortadella and Polish kielbasa.

They come in all shapes and sizes and are the most popular type of sausage. They must be stored under refrigeration and can be kept this way for up to a week after purchase.

While smoked cooked sausage can be eaten without cooking, the flavor is usually enhanced by serving them hot. This group includes:

*Breakfast sausage*, in both links and patties, is usually a mixture of coarsely ground beef and pork, flavored with hardwood smoke. It can be quickly heated on a grill or under the broiler, and is ideal with pancakes, eggs, french toast or for quick suppers.

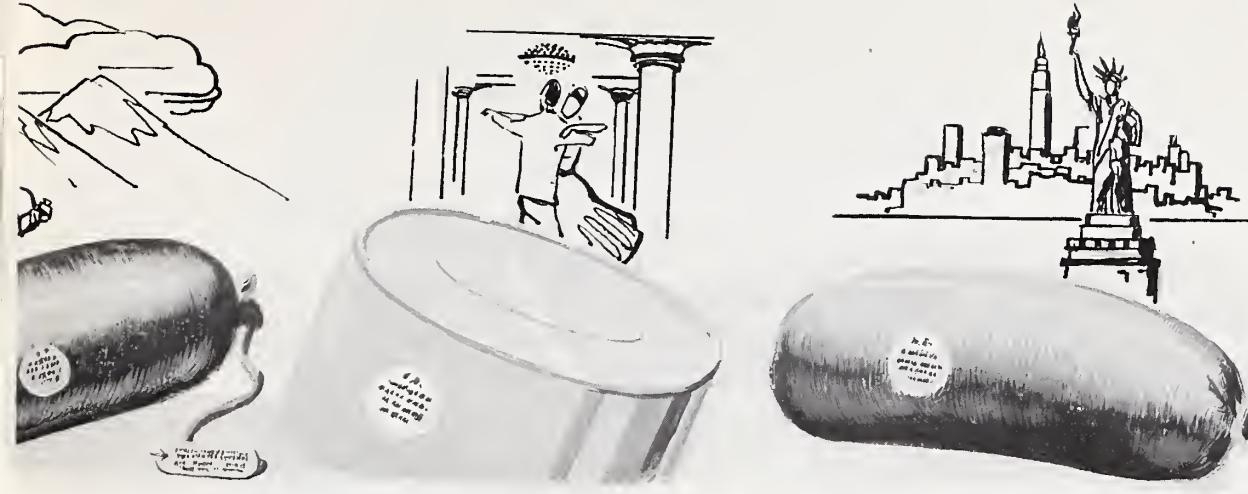
*Bohemian prosky sausage* is garlic flavored, and made of cured pork.

*Brotwurst*, similar to fresh German bratwurst sausage, is made of cured pork and veal or beef, and usually seasoned with coriander, ginger, mustard, and lemon juice and rind. It comes in links 1 1/4 inches in diameter and 4 inches long, and is excellent for grilling.

*Frankfurters*, also called weiners and hot dogs, are the most popular sausage. Made of all beef or a mixture of beef, pork and veal, they are cured and seasoned with allspice, cinnamon, coriander, garlic, ginger, mustard, and red pepper. They are stuffed into natural or artificial casings in conventional 4-inch lengths, or in "foot-long" or tiny cocktail size.

*Kielbasa*, or Polish sausage, is made





of coarsely ground cured pork and beef which has been highly seasoned with garlic. The links are 1½ inches in diameter and either 4-5 or 8-10 inches long.

*Knackwurst*, also called knockblauch or garlic sausage, is made like frankfurters but with more garlic. While knackwurst is linked in 3-4 inch lengths, knockblauch is usually in longer links and is sliced before serving. Both are naturals with sauerkraut or German potato salad.

*Linguisa, longaniza or chovrica* are Polish sausage made from coarsely ground pork butts seasoned with garlic, cumin seeds and cinnamon. The meat is cured in a vinegar pickle for 2-3 days before stuffing, and then smoked for about 12 hours.

*Mettwurst* is made from cured beef and pork; is usually spiced with allspice, coriander, ginger and mustard, and stuffed into casings 1½ inches in diameter.

*Smokies*, about the same size as frankfurters, are made of coarsely ground cured beef and pork, but more heavily smoked than franks for a rich smokey flavor. They are great for cookouts or served for breakfast with eggs.

Another group of "smoked cooked" sausage is customarily served cold, as in sandwiches and salads, or as appetizers (although they, too, may be added to casseroles, etc.). This group includes:

*Berliner sausage*, made of cured coarsely ground pork and mildly cured beef, and sometimes a little veal, contains no spices. However, it is smoked from 2-4 hours and then cooked in water 4-6 hours to develop the cured flavor.

*Bologna*, the "big brother" of the frankfurter, is the second most popular sausage. Basically made of a mild blend of finely cut cured pork and beef, it is usually seasoned with cloves, coriander, garlic and ginger. The most popular form

is that in artificial or natural casings, 3½ to 5 inches in diameter, with each "link" weighing 5 to 30 pounds. It's mostly sold in chunks or sliced, although there are variations of bologna—such as country-style, all-beef, and ham-style—each with a slightly different grind, shape, and/or seasoning. Two others, ring and round bologna, come in 1½ inch diameter casings, and are customarily served hot.

*Galician sausage* made from cured pork and beef and seasoned with garlic and coriander, has a distinctive "wrinkled" appearance as a result of being cooled in a draft after smoking at a very high temperature.

*German-style mortadella* is a high grade of finely chopped bologna sausage with cubes of fat pork and pistachio nuts added. It comes in casings about 4-5 inches in diameter.

No list of "smoked cooked" sausage would be complete without canned Vienna sausage. Similar to frankfurters, these tiny tidbits are a favorite appetizer, and can be served hot or cold.

The second group of cooked sausage is those designated merely as "cooked"—although some are also termed "cooked smoked." The essential difference between this family of sausage and those designated "smoked cooked" is that the smoking is done *after* the cooking has been completed.

This second group is usually prepared from fresh, uncured meats, but, occasionally, some cured meats are used. The sausage is thoroughly cooked, ready to serve, but requires refrigerated storage. Included in this group are:

*Blood sausage or blutwurst*, made of diced, cooked pork fat, finely ground cooked meat and a gelatin material—all mixed with beef blood. It is seasoned with allspice, ground cloves, and onions; ladled into casings and cooked in hot

water. Some varieties are then smoked.

*Blood-and tongue sausage*, a gourmet's delight, consists of two or three cooked and cured lamb or pork tongues arranged lengthwise in the center of blood sausage. It may be seasoned with allspice, ginger, and marjoram, and is usually smoked.

*Liverwurst* or *liversausage* is made of finely ground and cured pork and livers, plus a gelatin material, and seasoned with onions, coriander, ginger, marjoram and mustard. You'll find it fresh and smoked—the principal difference being that smoked liver sausage has been woodsmoked after cooking. Both the fresh and smoked are high in food value, particularly vitamin A and iron.

The art of smoking liver sausage was developed during the Middle Ages in Brunswick, Germany—thus the origin of the name braunschweiger. Today, it is the most popular of all liver sausage.

*New England-style sausage* is made of large pieces of cured pork pressed together with small quantities of beef. This sausage boasts a delicate ham-like flavor.

No matter how you serve any of these tasty and tempting sausages, make sure your family is getting the safest sausage by buying only those with the familiar mark of Federal meat inspection.

It tells you that the sausage is wholesome, was derived from healthy animals, was processed under sanitary conditions, and is honestly packaged and truthfully labeled.

Not all sausage is federally inspected, so look for your symbol of protection provided by the USDA's Consumer and Marketing Service.

*The author is a home economist, Labels and Standards Staff, Technical Services Division, C&MS, USDA.*

# TRUTH IN MEAT ADVERTISING

By David M. Pettus

**L**EAN WESTERN-FED BEEF—tender top-quality meat—supreme beef—what do these terms mean?

These terms are not nationally recognized quality indicators. They often tend to confuse the buyer instead of helping guarantee her a fair price for the quality she wants.

Today's housewife wants to be a smart shopper. Meat items, which account for 20 to 25 percent of the food dollar, are important purchases for her. To provide her family with nutritious, wholesome, good quality and economical meat, she must have accurate, reliable information.

A reliable source of information on beef quality is the system of Federal meat grading set up by the U.S. Department of Agriculture and administered by the Livestock Division of USDA's Consumer and Marketing Service. These nationally uniform grades (U.S. Prime, Choice, Good, Standard and Commercial) provide consistent shopping guides.

*The author is director of the Livestock Division, C&MS, USDA.*

Beef varies widely in tenderness, juiciness, and flavor. It is the role of Federal grading to predict these differences. In doing this, grading measures

the quality for the consumer.

The housewife who buys a USDA Choice rib roast can buy a similar roast of the same grade anywhere in the country and be sure both will be tender, juicy, and flavorful. Seattle to Atlanta, winter or spring, Prime is Prime; Choice is Choice; and Good is Good.

Federal meat grades provide consistent guidelines which cut through the maze of confusing advertising and quality-indicators which differ from store to store. The purple shield-shaped grade mark tells the consumer what quality she is buying.

These Federal grades for beef are the ones most commonly found in retail stores:

**U.S. PRIME**—The top grade for meat, Prime with its abundant amount of marbling (fat within the lean) indicates the highest quality. It's superlative tenderness, juiciness, and flavor make meat of this grade the best for broiling and roasting.

**U.S. CHOICE**—The most popular grade with consumers, meat of this grade is also tender, juicy, and flavorful with slightly less marbling than Prime. Many U.S. Choice cuts may also be broiled or oven-roasted.

**U.S. GOOD**—A favorite of thrifty shoppers, meat of this grade is still of

good quality, but because of less marbling it lacks the juiciness and flavor of the higher grades.

Even with the help of Federal grades, meat buying is not an easy job. The current trend toward giving ordinary beef cuts exotic names—and usually higher prices—leaves many shoppers bewildered.

The shopper is faced with such meat cuts as rotisserie roast, California steak, western steak, boneless undercut steak, his 'n' her steaks, treasure steak, horseshoe roast, butterfly steak, as well as the many standard-name cuts. There is nothing wrong with new or different names or cuts, as long as the consumer knows where these cuts come from so they can be prepared properly.

Cuts from different parts of the carcass vary in tenderness and therefore should be cooked differently. For instance, most cuts from the rib and loin of Prime, Choice and Good grades may be oven-roasted, broiled, or pan fried. Less tender cuts—those from the flank, plate, brisket, and foreshank regardless of grade—need long slow cooking with moist heat to become tender.

Price is also an important consideration in buying meat. Often the meat cuts with exotic names are the less valuable cuts which have been cut or trimmed dif-

ferently and given fancy names to go with fancy prices. Price variations on these luxurious sounding cuts as compared to standard-name cuts may vary from a few cents to as much as thirty cents per pound.

For example, the beef chuck, one of the least expensive wholesale cuts, contains several muscles—most of which require moist heat cookery to make them tender. A chuck, therefore, can be cut into a variety of steaks and roasts, but giving these cuts fancy names does not change the fact that they should be cooked with moist heat for real eating satisfaction. What should the housewife do to make sure she pays a fair price for the cut she selects?

One way is to learn which part of the carcass various cuts come from and the relative value differences between them. If an unfamiliar cut appears in the meat case ask the meat man what it is and where it came from in the carcass.

Decide first what kind of meat dish to cook, then select the cut and grade

which best fits this dish in quality and price.

A wise shopper learns to identify the cuts that are real bargains. And she knows what grades mean and how they can help her to pick the quality she wants, to compare prices, and to get the most for her money.

For more information on meat buying, write for the following publications from the Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250.

U.S. GRADES FOR BEEF (MB-15)  
HOW TO USE USDA GRADES IN BUYING  
FOOD (PA-708)  
BEEF CHART—WHOLESALE AND RETAIL  
CUTS  
LAMB CHART—WHOLESALE AND RETAIL  
CUTS  
VEAL CHART—WHOLESALE AND RETAIL  
CUTS  
PORK CHART—WHOLESALE AND RETAIL  
CUTS

## SWAMP BUGGY SAVES ONIONS



STRONG backs and tractors weren't enough to move onions from the muddy fields of Texas' Lower Rio Grande Valley during this year's onion harvest.

Created by record rainfalls, the deep, sticky mud brought on the problem of how to move hundreds of thousands of sacks of onions from the wet fields to firm ground. Tractors tried, but failed.

Seeing a need to innovate, one grower brought this swamp buggy to the Valley. With its enormously fat tires, the vehicle waded slowly but surely through mud and puddles, passing tractors which had lost the battle to the soggy Earth. The field hands now merely took a few steps to heap a couple of hundred sacks upon the back of this giant bug. Maneuvering back and forth, sunup to sundown, as though it knew nothing of its burden, it successfully moved onions to waiting trucks.

With their quality assured under regulations of a Federal marketing order, more than 3 million sacks of sweet and mild onions were shipped from South Texas.

### SOME VARIATIONS ON STANDARD NAMES FOR BEEF CUTS

	STEAKS	ROASTS
CHUCK	7-Bone Clod Petite Butter Breakfast	Flat Neck Catfish Tender
ROUND	Bucket Leg Silver Tip Sirloin Tip Tip Knuckle	Face Crescent Ball Tip
LOIN	Hip Family Tender King Shell	Strip Shell Loin Beef Tender
RIB	Market Country Club Treasure Spencer Beauty	Easy-to-Carve King O.P. Rib Spencer Roll



# ORANGE FROM TREE

*Industry and government people team up to grow them, pack them, and ship them to deliver them to consumers quickly, efficiently, and inexpensively.*

By Floyd

WHEN A PERISHABLE ORANGE is picked from a tree, it begins what may well become a long, but rapid journey to your table.

Along the way, many people give it the care and attention needed to ensure that it reaches its destination in fresh, flavorful condition, in whatever form you desire.

Most of these people make their living from oranges. Still others are State and Federal government people, who provide varied services to improve production and marketing. In an industry-government team effort, they all strive to get *quality* oranges and orange products to you, the consumer.

In Florida, where around 70 percent of the Nation's oranges are produced, growers recognized many years ago the need for enforceable quality regulations for their fresh oranges and launched a Federal marketing order. After 28 years, the order has continued to protect the State's fresh citrus markets by keeping lower grades and undesirable sizes of oranges off the market.

Two industry-elected advisory committees function under the order. One is made up of eight shippers; the other, eight growers. Periodically during the harvest season, the shippers develop recommendations on the grades and sizes of oranges they feel should be marketed. These recommendations go to the committee of growers, who in turn make final ones to the U.S. Department of Agriculture's Consumer and Marketing Service. C&MS marketing specialists study the recommended regulations to make sure they are realistic and in the public interest. When USDA issues the regulations, they then become effective and apply to the current crop going to market.

Backing up the quality and size regulations is a Federal-State inspection

service, operated cooperatively by C&MS and the Florida Department of Agriculture. Inspectors, stationed in packing plants, appraise the quality of each load of oranges that are intended for shipment to fresh markets and certify whether the oranges meet established requirements.

Frank Seymour, who has handled administrative details of the order since its inception, points to the value of the quality and size regulations when he says: "The way to build markets is with the best product we can supply. Such a large part of the crop goes into the processing market that we can afford to select high quality oranges to go to the fresh market."

While about 75 percent of the orange output of other citrus States—California, Arizona, and Texas—go to market in fresh form, most of Florida's are consumed as juice—either concentrate, canned, or chilled. Eighty percent of the Florida Valencia oranges now go to processing plants. Particularly noted for the fine quality, color, and balanced sweetness of its juice, the Valencia variety accounts for about half of the State's total orange crop.

*The author is Director, Fruit and Vegetable Division, C&MS, USDA.*

Growth of Florida's orange industry has been spearheaded largely by one processed product—frozen concentrated orange juice. Since it first appeared on the market in 1947, millions of consumers have chosen it for its good taste, convenience, and vitamin-C richness. During the 1964-65 season, it utilized nearly 55 million boxes—or 63 percent—of Florida's oranges, including the Valencia and certain other varieties.

All of the frozen concentrated orange juice is processed under USDA's con-



*Florida Valencia oranges require about 11 months from blossom to mature fruit. So newly developing oranges appear on the tree at the same time the mature oranges are being harvested. The harvest runs from late February through early July.*

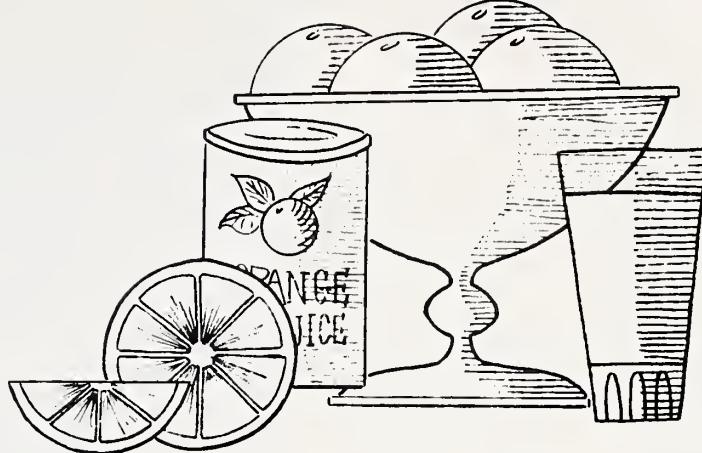
tinuous inspection service in cooperation with the Florida Department of Agriculture. Continuous inspection means just what its name implies. C&MS inspectors are on duty whenever the plant is operating. They observe every step of processing, appraise plant sanitation, and run periodic quality checks on the product. They help the plant's management keep a close check on quality and sanitation and they grade the final product for quality.

In your food store, you may find frozen concentrate bearing a shield-shaped mark with the U.S. grade, assuring that the product was "Packed under continuous inspection of the U.S. Department of Agriculture." Processors may put the

# CS TO TABLE

Give Florida's oranges the attention needed  
efficiently, and in first-class condition.

R. Hedlund



The harvest begins, and an army of pickers moves into the grove. This worker is filling a trailer which holds the equivalent of 25 field boxes. Pickers can normally fill from 12 to 18 boxes per hour.



Modern handling methods are gradually eliminating the need for field boxes in Florida. The small trailer, into which oranges were harvested, is backed up to a conveyor. This carries the fruit up into a large semi-trailer, which holds the equivalent of 350 to 400 field boxes of oranges.

mark on containers to give consumers this recognizable assurance of quality.

While different brands of concentrate—with varying *prices*—may also vary in *quality*, all must meet specified minimum quality standards.

To improve the quality of frozen concentrate orange juice and meet consumer preferences, the Florida citrus industry has raised the soluble solids and changed the sugar-citric acid ratio, to lean more heavily on the sweeter side and less on the acid (or tart-tasting) side.

With these changes—which include, in effect, putting one to two more oranges in each 12-ounce can of concentrate—the new requirements mean more satisfied customers, increased

sales and, thus, more money for the grower and processor.

Making stronger gains in Florida's processed orange market is chilled orange juice—packed in glass containers and cartons. This past season, it was the fastest growing of Florida's citrus products—showing an increase of 50 percent over last year. Some 12 million boxes of oranges were used in making the product, all of which is subject to inspection when packaged in Florida.

Leaders in the Florida orange industry—foreseeing bigger crops—look for dramatic changes to occur in new product research, marketing, and advertising. Trees that survived the bad freeze of 1962 have regained their bearing

capacity. And others planted before and after the freeze are now, or soon will be, bearing. This vast increase in production is expected to make a powerful impact on the market.

Industry leaders have a reason for being concerned—and realize that in the future they'll have to give greater attention to expanding both fresh and processed orange sales.

But with a stable marketing climate and with improved products that are becoming increasingly popular with house-holders, the industry is already well on the road toward moving bigger supplies of oranges from the groves to the tables of American, and even foreign, consumers.

A



# ORANGES FROM TREE TO TABLE

*Industry and government people team up to give Florida's oranges the attention needed to deliver them to consumers quickly, efficiently, and in first-class condition.*

By Floyd F. Hedlund

WHEN A PERISHABLE ORANGE is picked from a tree, it begins what may well become a long, but rapid journey to your table.

Along the way, many people give it the care and attention needed to ensure that it reaches its destination in fresh, flavorful condition, in whatever form you desire.

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service, operated cooperatively by C&MS and the Florida Department of Agriculture. Inspectors, stationed in packing plants, appraise the quality of each load of oranges that are intended for shipment to fresh markets and certify whether the oranges meet established requirements.

Frank Seymour, who has handled administrative details of the order since its inception, points to the value of the quality and size regulations when he says: "The way to build markets is with the best product we can supply. Such a large part of the crop goes into the processing market that we can afford to select high quality oranges to go to the fresh market."

While about 75 percent of the orange output of other citrus States—California, Arizona, and Texas—go to market in fresh form, most of Florida's are consumed as juice—either concentrate, canned, or chilled. Eighty percent of the Florida Valencia oranges now go to processing plants. Particularly noted for the fine quality, color, and balanced sweetness of its juice, the Valencia variety accounts for about half of the State's total orange crop.



Florida Valencia oranges require about 11 months from blossom to mature fruit. So newly developing oranges appear on the tree at the same time the mature oranges are being harvested. The harvest runs from late February through early July.



The harvest begins, and an army of pickers moves into the grove. This worker is filling a trailer which holds the equivalent of 25 field boxes. Pickers can normally fill from 12 to 18 boxes per hour.



Modern handling methods are gradually eliminating the need for field boxes in Florida. The small trailer, into which oranges were harvested, is backed up to a conveyor. This carries the fruit up into a large semi-trailer, which holds the equivalent of 350 to 400 field boxes of oranges.

tinuous inspection service in cooperation with the Florida Department of Agriculture. Continuous inspection means just what its name implies. C&MS inspectors are on duty whenever the plant is operating. They observe every step of processing, appraise plant sanitation, and run periodic quality checks on the product. They help the plant's management keep a close check on quality and sanitation and they grade the final product for quality.

In your food store, you may find frozen concentrate bearing a shield-shaped mark with the U.S. grade, assuring that the product was "Packed under continuous inspection of the U.S. Department of Agriculture." Processors may put the

mark on containers to give consumers this recognizable assurance of quality.

While different brands of concentrate—with varying prices—may also vary in quality, all must meet specified minimum quality standards.

To improve the quality of frozen concentrated orange juice and meet consumer preferences, the Florida citrus industry has raised the soluble solids and changed the sugar-citric acid ratio, to lean more heavily on the sweeter side and less on the acid (or tart-tasting) side.

With these changes—which include, in effect, putting one to two more oranges in each 12-ounce can of concentrate—the new requirements mean more satisfied customers, increased

sales and, thus, more money for the grower and processor.

Making stronger gains in Florida's processed orange market is chilled orange juice—packed in glass containers and cartons. This past season, it was the fastest growing of Florida's citrus products—showing an increase of 50 percent over last year. Some 12 million boxes of oranges were used in making the product, all of which is subject to inspection when packaged in Florida.

Leaders in the Florida orange industry—foreseeing bigger crops—look for dramatic changes to occur in new product research, marketing, and advertising. Trees that survived the bad freeze of 1962 have regained their bearing

capacity. And others planted before and after the freeze are now, or soon will be, bearing. This vast increase in production is expected to make a powerful impact on the market.

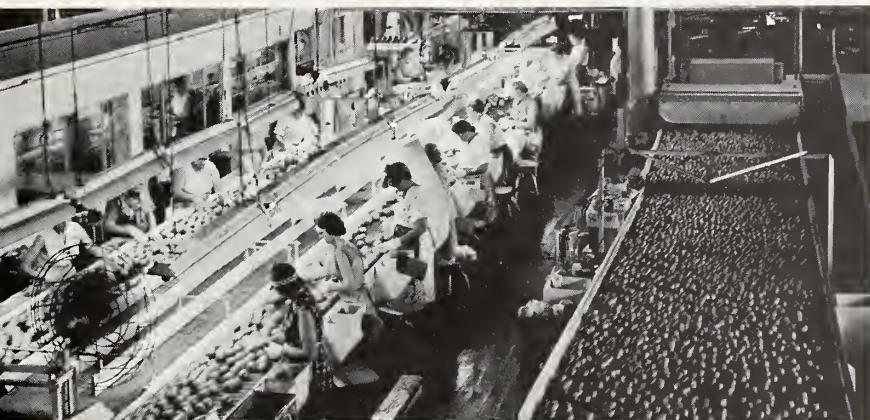
Industry leaders have a reason for being concerned—and realize that in the future they'll have to give greater attention to expanding both fresh and processed orange sales.

But with a stable marketing climate and with improved products that are becoming increasingly popular with house-holders, the industry is already well on the road toward moving bigger supplies of oranges from the groves to the tables of American, and even foreign, consumers.

Market news reporter of USDA's Consumer and Marketing Service contacts Florida packer to learn the qualities and quantities of oranges being processed and shipped. He'll contact many others in the trade on any given day, compile the data to give an accurate picture of orange supplies and movement, then release the report to the public. The Federal-State market reports give buyers and sellers knowledge they need to make sound decisions on where and when to ship their oranges, to help make sure the right quantities of oranges are channeled to consumers in cities where they are needed.



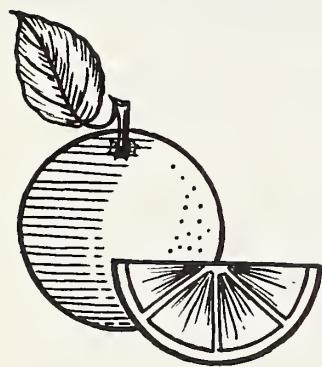
C&MS inspector—in a processing plant under USDA continuous inspection—makes periodic tests to see that the frozen concentrated orange juice being packed meets the exacting quality standards.



As oranges move along fresh fruit packing plant conveyor line, women sort out all discolored, small, and defective fruit. Oranges that lack "eye appeal," but are otherwise sound go to canning plants.

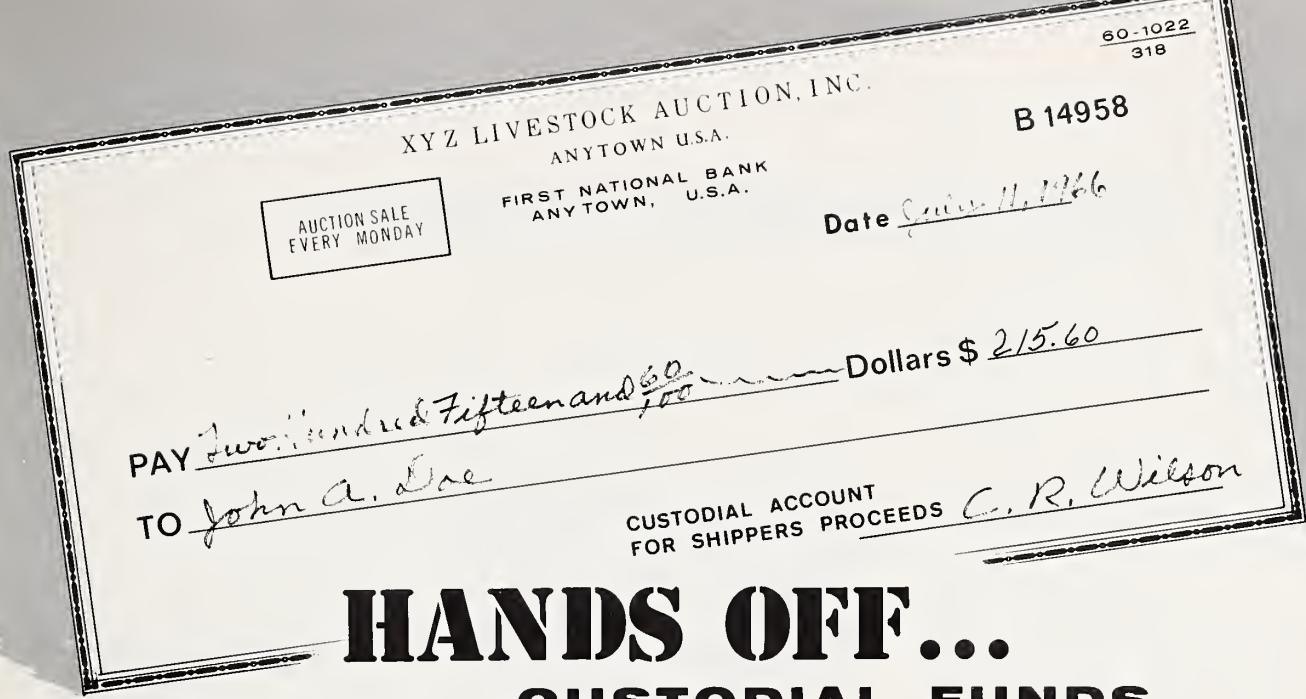


All Florida oranges for consumption as fresh fruit must meet quality and size requirements under the industry-operated Federal marketing order. Federal-State inspector draws a representative sample of 50 oranges, which he'll examine for grade, maturity, and size.



Beauties, aren't they! These young American consumers live more than a thousand miles from the grove. Yet, care and attention in harvesting, packing, and marketing have brought them oranges that are fresh, flavorful, and uniform in size and appearance.





By Robert Tolbert

**T**WENTY-ONE FARMERS who recently received proper payment for livestock they had shipped to market might still be waiting for their money were it not for regulations issued by the U.S. Department of Agriculture under the Packers and Stockyards Act.

Because the auction market where they sold their livestock maintained a "custodial account for shippers' proceeds," the \$7,000 due these farmers could not be attached when the market found itself in financial trouble.

The P&S Act—enforced by the Packers and Stockyards Division of USDA's Consumer and Marketing Service—was enacted to protect the livestock and poultry producer from trade practices which might deprive him of a fair price for his product and to protect the consumer from practices which might unduly affect the retail prices he pays for meat and poultry.

But of all the regulations issued under the Act, perhaps the most important to the producer are those dealing with the handling of *his* money.

P&S Act regulations require that the money received from the sale of livestock and poultry sold on a consignment basis be kept in a separate "custodial account for shippers' proceeds," separate and apart from the market's own money, and used only for paying lawful marketing charges and net pro-

ceeds to the livestock shipper.

Why a separate account? What difference should it make which account the money comes from so long as the producer gets paid?

To those 21 farmers who had shipped their livestock to a small Southeastern livestock auction market last summer, it means about \$7,000 worth of difference.

On a Tuesday morning, the Area Supervisor of the P&S Division's Atlanta Area Office was advised that a County Court had attached the market's assets—including its "custodial account"—for an old debt the firm owned.

The market operator explained that without the funds in the "custodial account" he had no way of paying the 21 farmers for the \$7,000 worth of livestock he had sold for them.

The Area Supervisor immediately contacted the attorney who had attached the funds and explained to him that the money in the "custodial account" did not actually belong to the market, that it was in trust for the livestock shippers.

The lawyer assured the P&S Supervisor that he did not realize that the "custodial account" was a trust fund and that he was willing to go along with the P&S Act regulations covering such funds. However, the lawyer did want to be assured that the market did not have

any of its own money in the account.

The first available P&S Division auditor was sent to the market. The account was audited three days later, and the audit did indicate that the market had a few hundred dollars of its own money in the account.

Immediately, permission was requested—and granted—for the auditor to make this information available to the Court at a hearing three days later.

*The author is an auditor with the Atlanta Area Office, Packers and Stockyards Division, C&MS, USDA.*

At the hearing, the Court ruled that only the money actually belonging to the market was subject to the attachment for payment of the firm's debt. The rest of the money was released for payment to the livestock shippers.

In a matter of six days—from the time the first call was received until the Court hearing—the P&S Division was able to save the market and the 21 shippers what easily might have been six months of legal proceedings to get the money released. As a result of the detailed regulations covering "custodial accounts for shippers' proceeds," the market's strict adherence to the regulations, and the P&S Division's prompt action in the case, every shipper was paid on schedule.

# CONSUMER AND MARKETING BRIEFS

*Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.*

## MANY NATIONS ENJOY AMERICAN POULTRY

U.S. poultry meat is not only enjoyed in this country but all over the world. According to a recent USDA report, U.S. poultry meat exports totaled 198.3 million pounds in 1965. West Germany continued to be the largest overseas market for U.S. poultry, importing 84.5 million pounds last year. The Netherlands remained the second largest market, importing 17.9 million pounds, and Japan ranked third as a major market for poultry meat, importing 11.2 million pounds. Other major markets included Hong Kong, Greece, Canada, the United Kingdom, Italy and Switzerland. All U.S. poultry sold in foreign commerce must first be inspected for wholesomeness by the Poultry Division of USDA's Consumer and Marketing Service—a requirement of the Poultry Products Inspection Act. Also, much of the exported poultry is graded by the Poultry Division and carries the official USDA grade mark.

## C&MS AIMS FOR UNIFORMITY IN WHEAT QUALITY REPORTS

A major step toward nationwide uniformity of wheat crop quality reports was taken this year under a cooperative program of the Grain Division and the Matching Fund Program of USDA's Consumer and Marketing Service and five participating State departments of agriculture.

Quality estimates of the wheat crop—as well as of other grains—are published each year by the Grain Division, but the USDA coverage has been only on the State and national levels.

To answer the demand for county-level estimates of wheat crop quality, some of States have been independently publishing their own reports throughout the harvest season. Until now, however, data contained in these reports have not been comparable from State to State, nor have comparable reporting methods been used. As a result, a producer accustomed to the content and style of the report from his State has found it difficult to interpret a report from another State.

A pilot program was initiated this year in five States—Colorado, Montana, Kansas, Nebraska, and South Dakota—to improve the usefulness of the county-level reports by making them standard throughout all the wheat States. The program is sponsored by the Matching Fund Program and is under the leadership of the Grain Division. State departments of agriculture in cooperation with State statisticians and market news reporters provide the crop quality estimates, while the Grain Division provides uniform techniques for assembling the reports. Eventually all the wheat States are to be included in the county-level uniform reporting system.

## PLENTIFUL FOODS FOR NOVEMBER

November's nippy days will be brightened for consumers by a variety of plentiful foods. The C&MS roster for the month features turkeys and raisins. Also plentiful are pork, pears, grapes, and dry beans.

Turkey production has increased for the fourth year in a row. The 1966 crop is a record, expected to reach about 116 million birds—11 million more than were produced last year.

The second feature—raisins—will be in unusually heavy supply, this year's crop being 14% greater than the recent 5-year average.

Pork is a plentiful food again, because of a 10% bigger spring pig crop than a year earlier. Dry beans will prove another sturdy food for thrifty shoppers, as this year's crop, estimated at over 20 million hundredweight, is a fifth larger than last year's, and 6% above the recent 5-year average.

November's fruit bowl will be overflowing with two popular items—grapes and pears. California's grape crop is estimated at 3,610,000 tons—a fifth greater than average. As for pears, there'll be plenty at your favorite markets—Bartletts, as well as the popular winter varieties—Bosc and Anjous.

## C&MS IS EXPANDING MILL MARGIN REPORT

A major revision of the U.S. Department of Agriculture's Mill Margin Report went into effect in the 1966/67 marketing season for cotton, which began in August. This is the fourth major revision in the 41-year history of the report, published by the Cotton Division of USDA's Consumer and Marketing Service.

Mill margin is the spread between the price of a pound of raw cotton, and the price of the equivalent amount of cloth woven from that cotton.

The revised report, issued monthly, covers margins for 60 different cloth constructions. It also includes supplements on mill margins for combed-yarn constructions, and for blended polyester-cotton fabrics.

The Division is also continuing for another year to publish its older report on 20 constructions, along with the new series.

## NEW MARKETS FOR U.S. FEEDS

European interest in grain feeding of livestock may open larger markets for U.S. feed grains and at the same time call for more grading work from the Grain Division of USDA's Consumer and Marketing Service.

Western Europe, with meat supply short and prices high, shows increasing interest in advanced U.S. cattle feeding methods. Until now, that area has produced chiefly grass-fed beef. France has already sent three delegations to review U.S. feeding methods. Study groups have also come from the United Kingdom, West Germany, Italy, Greece, Yugoslavia, and Spain.

Increased grain feeding in Europe would use up more of the region's indigenous grain production and open larger market for U.S. feed grains. Grain inspection services (grading programs) of C&MS may be used by new European buyers to assure quality in their purchase of U.S. grain.

## FIFTY YEARS of grain inspection

The U.S. Grain Standards Act had its golden anniversary this year. Adopted in 1916, it established national standards for grain and provided for the grading of grain by licensed inspectors and for appeal grading by Federal graders. The Act is administered by the U.S. Department of Agriculture's Consumer and Marketing Service.

Also observing its 50th anniversary was the Board of Appeals and Review of the C&MS Grain Division. The Board consists of five members, including the chairmen, who are recognized as experts in grain grading.

Each year, approximately 3½ million grain gradings are made by licensed inspectors, who can be either private, trade organization, or state employees. If the seller or buyer disagrees with the inspector's grade and requests an appeal inspection, an appeal grading is made by a Federal grader. If this decision is challenged, the case goes before the review Board, which is the "Supreme Court" of grain grading. Some 30,000

appeal gradings are made annually by Federal graders, and of these about 400 cases are taken before the Board.

The Board also has the responsibility of supervising Federal graders, who, in turn, supervise licensed inspectors. There are now 300 Federal graders, 700 licensed inspectors, and 1,400 samplers and lab technicians who work with the licensed inspectors.



*Members of the Board of Appeals and Review of C&MS' Grain Division check grain samples before determining the final appeal grade.*

## FOOD STAMP NEWS

West Virginia families have a high rate of participation in the Food Stamp Program. West Virginia's Food Stamp Nutritionist teaches more men than women how to make the most of the more and better food that food stamps bring them and their families.

\* \* \*

Ground beef may be ground beef—but not always to a food stamp participant. Under the law, food stamp coupons cannot be used to buy ground beef that the retailer knows is made from imported beef, or for the imported beef itself.

Eager to comply with the law and render maximum service to their valuable food stamp customers, a California grocer chain is urging its stores to use only domestic beef in ground beef and a cooperative wholesaler in Southern California suggests that its 3,500 or so customers use frozen domestic cow meat rather than frozen imported bull meat in ground beef.

## MEAT TIPS

—from meat inspectors  
of USDA's Consumer  
and Marketing Service

One of the main jobs of Federal meat inspectors is seeing that meat processing equipment continues to pass U.S. Department of Agriculture requirements for sanitation. Recently, while making his routine sanitary inspection in a plant, an inspector discovered a cracked and broken grinder being used for chopping meat. All ground meat produced in the plant that day was immediately retained and re-inspected to make certain that it wasn't contaminated by the broken machinery.

\* \* \*

One meat packer recently proposed a new product that he wanted to call "Dinner Dogs." However, USDA's meat inspection service—which must approve each name for a meat product destined for interstate commerce before it reaches the consumer—said the name was not sufficiently descriptive since the product contained a large amount of cheese, which is not permitted in traditional weiners.

\* \* \*

"Salisbury Steak" is traditionally considered by consumers to be composed entirely of meat. Hence, approval for a label for this type product was refused recently by USDA's Consumer and Marketing Service, since the meat processor proposed to include equal amounts of meat and partially-defatted beef fatty tissue—as the latter is universally considered to be a meat by-product.

# THE MATCHING FUND PROGRAM COMES OF AGE

*The Matching Fund Program's effectiveness is due to three dimensions of cooperation: Federal-State, State-industry, and regional.*

By George Goldsborough



*This pork barbecue business received aid through USDA's Matching Fund Program.*

**A**BOUT TWENTY-ONE YEARS ago, people in Congress, industry and Government agreed on the theory that if the Federal Government could provide up to one-half the cost of marketing service improvement programs in the States, the efficiency of the total marketing system would be increased through individual State efforts.

This theory was put into practice with the passage of the Agricultural Marketing Act of 1946, which authorized the birth of the Matching Fund Program administered by the Consumer and Marketing Service of the U.S. Department of Agriculture.

The Matching Fund Program is the catalyst that has helped States solve the marketing problems that bothered their agricultural industries for many years. All work under the program is carried on by State Department of Agriculture personnel under projects approved by the Matching Fund Office. This Office is responsible for the administration of the 165 projects in the 44 participating States. These projects can be in any of five areas of work: maintaining or improving the quality of farm products in marketing channels; expanding market outlets; reducing costs; collecting and disseminating marketing information; and improving the organi-

zational structure of the marketing system.

The first allocation of funds under USDA auspices was made in 1948. After only three years results could be seen. The participating States reported, in 1951, that local surpluses were removed, practices involving handling, packaging, and transportation of farm products were improved, and producers got better prices because of the higher quality products they offered for sale.

After only a few years of conducting matching fund projects, the States were able to measure results in dollars and cents. For example, by 1952, with technical assistance from State specialists, North Carolina cotton ginners significantly improved processing techniques and growers received a half million dollars more for their crop.

*The author is Director, Matching Fund Program, C&MS, USDA.*

A period of maturing, like that of a growing and curious child, describes the next decade for the Matching Fund Program. The States were encouraged to consult with industry groups, the cooperative extension services and experiment stations to explore new areas of

service and new marketing approaches. The programs staff not only assisted in an advisory and coordinating capacity, but also served as a clearing house for new ideas to improve marketing. Innovations developed were spread rapidly to all the States. New services, proven to be workable through experimental projects, were incorporated in regular Federal-State or Federal marketing programs.

In 1964, an exciting area opened up to the States interested in market expansion. The first shipment of live feeder cattle in 50 years was sent to Italy. The export shipment was the result of the cooperation of matching fund personnel and the Virginia Department of Agriculture, representatives of USDA's Foreign Agricultural Service, an Italian importer, and several States whose livestock producers supplied suitable cattle. Since this first shipment, more than 15,000 head of cattle have been exported by Virginia and other States. This project was so successful that many States have expressed an interest in developing and expanding foreign markets for other commodities.

One strong reason for the effectiveness of this project is cooperation. Through the Matching Fund Program, cooperation has become a three-dimensional word. Federal-State, State-industry, and now, a new concept of regional projects in which States cooperate with one another, are the three dimensions.

The first multi-state effort under the Matching Fund Program was the New York-New England fruit tree count completed this year. Much enthusiasm for regional problem solving has been heard from States desiring to explore the potential for similar success in such areas as domestic and foreign market development, and market reporting.

The Matching Fund Program has recently stressed improvement of transportation facilities and services. In Illinois, a detailed study was made to determine the effect of transportation rate structures, transit time, and availability of transportation facilities on prices received by producers. The information obtained from this study could serve to help solve other marketing problems caused by transportation inadequacies. This is an area where the multi-state concept could prove to be most effective.

The coming of age of the Matching Fund Program shows the validity of the theory that States can solve their marketing problems if given a start—and some assistance by C&MS.



*The Cast: (Standing, from left to right) Moderator Hugh Downs and Dr. Joyce Brothers; (seated) Boots Randolph, Betty Furness, and George Kirby.*

## See the NATIONAL FOOD BUYERS QUIZ Thursday, November 17, 8:00 p.m.

**H**OW DO YOU SELECT a cantaloupe? This was one of the questions moderator Hugh Downs put to a panel of television personalities during the production of *The National Food Buyers Quiz* to be seen on educational television stations, coast-to-coast, Thursday, Nov. 17 at 8 p.m.

These pictures show some of the reactions to the cantaloupe question. Stars of the panel are:

- Dr. Joyce Brothers, psychologist and show-business personality.
- George Kirby, night club, movie and television comedian known for his impersonations and quick wit.
- Betty Furness, television personality and star of her own network radio show, *Ask Betty Furness*.
- Boots Randolph, Nashville recording star and owner of the first "yakety-sax."

*The National Food Buyers Quiz* was produced by WETA-TV, Washington, D.C., with the assistance of the U.S. Department of Agriculture, Consumer and Marketing Service.



*Dr. Joyce Brothers ponders the point (top right) and comes up with an answer (center).*

*Hugh Downs tells cantaloupe lovers to write for "Tips on Selecting Fruits and Vegetables" (bottom). If you want to know where to write, watch The National Food Buyers Quiz, Nov. 17, 8 p.m., on your local educational television station.*



OFFICIAL BUSINESS

# FIFTY YEARS of Safe Storage

by  
Dabney W. Townsend

*The U.S. Warehouse act begins its second 50 years of providing safe storage for agricultural products in public warehouses, and assuring dependability of the receipts issued for these products.*

HERE WAS A TIME when the farmer or commodity merchant with agricultural products to store had great difficulty in finding suitable storage facilities. He had no guarantee that the warehouseman would store his products safely, or that the banks or trade would accept the warehouse receipts issued by the warehouseman.

The U.S. Warehouse Act, now beginning its second 50 years of service to the agricultural community through the U.S. Department of Agriculture, brought a much needed improvement.

Approved by Congress in 1916, the U.S. Warehouse Act stepped into a weak and inadequate farm marketing system, complicated by problems of World War I.

Storage facilities were insufficient and lacked proper control and regulation.

Non-uniformity in methods of operation and form of warehouse receipts made credit unavailable outside the local community.

There were no uniform standards for grading and classification of most agricultural products; there were too few impartial graders, classifiers, and weighers.

But it was the critical relationship between the storage and banking systems of the country, more than anything else, which prompted Congress to pass

the Warehouse Act.

Bankers who extend the credit needed to carry a \$2 billion cotton crop in storage for part or all of a year must have reliable collateral upon which to base loans. The same need for collateral applies to credit extended on stored wheat, corn, and other products.

USDA's Consumer and Marketing Service works to protect the integrity of receipts issued under the Warehouse Act to make them uniformly dependable and acceptable in banking and financial circles as reliable collateral for loans and to satisfy futures contracts.

A system of licensing, bonding and inspection of warehouses assures the receipt holder of delivery of his products upon surrender of the receipts and payment of storage charges.

Each depositor's goods must be stored in such a way that he may recover the same product if the warehouse receipts call for separate storage, or the quantity of products of the same grade or better than called for, if stored combined.

Periodic unannounced inspection of warehouses and their contents, personnel, and policy insure that licensed warehousemen meet the requirements of the Warehouse Act. Purely a voluntary program, inspection and licensing under the Warehouse Act is provided only to those who apply, can qualify, and furnish adequate bond.

Originally the Warehouse Act authorized the Secretary of Agriculture to license public cotton, grain, tobacco, wool, and flaxseed warehouses. An amendment made this service available for nearly all agricultural commodities.

The first license was issued in 1919 to Guenther Public Warehouse, a cotton warehouse in San Antonio, Texas. By April 1920 there were 23 licensed cotton warehouses with a combined capacity of about 43 thousand bales and 5 licensed grain warehouses with a combined capacity of about 146 thousand bushels. This number has increased until today, the 1304 grain warehouses with Federal licenses can hold almost 1.4 billion bushels and the 515 licensed cotton warehouses can hold almost 17 million bales. Stocks in each warehouse are inventoried and inspected periodically to be sure that storage obligations can be met and that all other Federal requirements are met.

*The author is Chief of the Warehouse Service Branch, Transportation and Warehouse Division C&MS, USDA.*

In 50 years, work under the U.S. Warehouse Act has expanded greatly, though its function has remained essentially the same: to provide safe storage for agricultural products in public warehouses, and to assure dependability of the receipts issued for these products.